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Morrison*

October 24, 1997

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TO: Mike Vitkiewicz, Manager  
Special Assessment Unit  
Office of the City Clerk

FROM: Kerry Morrison  
Executive Director  
Hollywood Entertainment District

SUBJECT: Third Quarter Report - July 1, 1997 through  
September 30, 1997

As is required in our Agreement with the city of Los Angeles, I am submitting our Third Quarter Report to summarize key activities of the Hollywood Entertainment District. During the third quarter of this year, we have begun to see the impact of our clean and safe campaign and the media has taken notice.

## I. Operational Issues

- During this time, Board member John Given resigned from the Board due to his departure from the Metropolitan Transportation Authority for a new job in the private sector.
- All property owners were invited to an open informational meeting on September 18 at the Bank of Hollywood. Approximately one-third of the property owners attended this meeting.

## II. Security

- Statistics released by the LAPD indicated that for the first quarter of the security patrol (April 1 - June 30) significant decreases in the crime rate for the BID were achieved. Overall, crime was down 49.8 percent. In specific categories:
  - aggravated assaults decreased 65.2 percent;
  - thefts from vehicles were down 66.2 percent
  - robbery dropped 25 percent.

This news was packaged into a press release issued by the

Hollywood Chamber of Commerce on July 18, 1997 which resulted in significant television and radio coverage in Los Angeles, and positive articles in the Los Angeles Times and the New York Times.

- During this period, approximately 101 individuals were arrested by the HED Security Patrol.

### III. Maintenance

- On-going maintenance is well underway. Actual services to the BID by the Hollywood Beautification Team exceed budgeted standards.

### IV. Sign/Sidewalk Ordinance Enforcement

- On July 1, 1997, after two months of advance notice, the formal sign and sidewalk ordinance enforcement program began. During the month of July, inspectors from Building and Safety and Public Works toured the District and issued "notices to comply" to business owners who had code violations.
- Follow-up inspections were conducted by Building and Safety in August to ascertain the level of compliance with original notices. By late September, copies of all outstanding "notices to comply" were mailed to property owners who were notified of a November 2, 1997 deadline to address violations of the sign ordinance.
- Follow-up inspections by the Public Works inspectors were somewhat sporadic due to a staff reorganization which pulled some inspectors out of Hollywood who had started the program. It is anticipated that the sidewalk issues will be brought to closure once the new inspectors are assigned in October.
- Meetings were held with business owners and a representative of the Public Works Department relative to seeking revocable permits for street dining. It was decided that the BID would assist five businesses interested in the permit by aggregating all the information into one master application. These businesses were also formed into an advisory committee to the Board to advise on the appropriate standards of quality for street furniture and standards for cleanliness/maintenance of outdoor dining areas. It

is the Board's desire to have permanent, durable and high quality street furniture in the BID.

- A letter was sent to Councilmember Jackie Goldberg outlining concerns that newsracks were reappearing on the Walk of Fame despite a law passed nearly two decades ago which prohibits newsracks on sidewalks cleaned by mechanical devices. To date, research conducted by Public Works, the City Clerk and the Chief Legislative Analyst have failed to definitively find the law which prohibits the newsracks. Until the law is located, the Public Works Street Use inspectors are unable to order the newsracks removed.

#### V. MTA/CRA Grant

- The Agreement between the CRA and the HED to provide the \$500,000 from the MTA Construction Impact program was signed on September 25, 1997. The funds should arrive in approximately one month.

#### VI. BID Expansion

- Property owners in the proposed BID expansion area were invited by Councilmember Jackie Goldberg and Kerry Morrison to an initial exploratory meeting on July 16 at the Hollywood Chamber of Commerce. Out of that meeting, a Steering Committee was formed and subsequently met on August 26 and established a goal to raise \$30,000 in seed money by the end of September in order to launch the expansion effort and seek matching funds from the city of Los Angeles. By the end of September, the Steering Committee was beginning to work on proposed boundaries and a proposed budget, and had raised approximately \$22,000.

#### VII. Other

- Two interns from Coro Southern California joined the HED on September 16 for a four-week internship. Two projects were assigned: (1) how does the BID measure its success at the end of Year One? and (2) what guidelines should/could be implemented within Hollywood relative to street performers and street characters?

Quarterly Report  
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- **Kerry Morrison participated as a panelist at the International Downtown Association annual conference in New York. She joined BID executives from Memphis, Brooklyn and Atlanta who shared their approaches toward security.**